

**F.No.8-67/2016-EE(Vol.I)**  
Government of India  
Ministry of Environment, Forest and Climate Change  
Swachh Bharat Mission

Indira Paryavaran Bhawan,  
Aliganj, Jorbagh Road,  
New Delhi-110003.

Dated 29<sup>th</sup> June, 2017

**OFFICE ORDER**

**Subject: "PRAKRITI PARYAVARAN AUR HUM" – SWACHH BHARAT MISSION – regarding.**

The Ministry has launched the major initiative under "Prakriti Paryavaran Aur Hum" under Swachh Bharat Mission. This initiative intends to intensify the implementation of the activities detailed out under the Swachh Bharat Abhiyan in each of States/Union Territories in order to achieve following objectives:-

- To make "Swachh Bharat – Harit Bharat" – a people's movement
- To stimulate and inculcate the environmental and conservation amongst the children, students, citizens
- To facilitate and encourage the educational/research institutions for integrating innovations in protecting environment
- To develop network among citizen and Government for environment protection
- To connect people with nature
- To make tree plantation an integral part of people's life

2. For this purpose the staff of States/ Union Territories Government including the officials of MoEF&CC and its regional/subordinate/autonomous/attached officers shall be involved. Through this programme a strong network of Paryavaran Rakshaks shall be developed which shall actively involve citizens/students/children/retires and serving Government officials etc., who will work in the areas of environment protection, conservation, awareness, waste management etc., in order to achieve the above objectives.

3. To oversee the implementation and monitoring of the programme, it has been decided that Senior Officers of this ministry shall be assigned one State/UTs.

3.1 The list of Officers and their assigned States/ Union Territories:-

S. No.	Name of Officer(s)	States/Union Territories
1.	Shri Arun Kumar Mehta, Joint Secretary	Bihar
2.	Shri Anit Sant, Joint Secretary	Assam
3.	Shri Gyanesh Bharti, Joint Secretary	Odisha
4.	Shri Ravi Shankar Prasad, Joint Secretary	Kerala
5.	Dr. Debabrata Swain, Member Secretary (NTCA)	West Bengal
6.	Shri Soumitra Dasgupta, IGF (WL)	Jammu & Kashmir
7.	Shri Deepak Kumar Sinha, IGF (FC)	Telangana
8.	Ms. Rekha Pai, IGF (EAP)	Mizoram
9.	Shri Pankaj Asthana, IGF (NAEB)	Manipur
10.	Dr. M. Peter Johnson, Statistical Adviser	Lakshadweep
11.	Shri Brijesh Sikka, Adviser	Maharashtra
12.	Dr. J. R. Bhatt, Adviser	Gujarat
13.	Shri Lalit Kapur, Adviser	Sikkim
14.	Dr. Manoranjan Hota, Adviser	Haryana

15.	Dr. Sujata Arora, Adviser	Punjab
16.	Dr. T. Chandni, Adviser	Tamil Nadu
17.	Dr. A. SenthilVel, Adviser	Karnataka
18.	Dr. Satish. C. Garkoti, Adviser	Uttarakhand
19.	Shri Yashvir Singh, Economic Advisor	Rajasthan
20.	Dr. SuneeshBuxy, DIG	Madhya Pradesh
21.	Shri N. Saxena, DIG	Puducherry
22.	Shri Sanjay Kumar, DIG	Chhattisgarh
23.	Shri S. P. Vashishth, DIG (WL)	Kerala
24.	Mrs. Bharati, Director (GIM)	Andaman & Nicobar
25.	Dr. Tashi Wangdi, Director	Meghalaya
26.	Ms. Madhumita Biswas, Director	Goa
27.	Dr. M. Salahuddin, Director	Chandigarh
28.	Dr. S. Kerketta, Director	Jharkhand

4. The above Officers alongwith the staff of concerned Department of the State/Union Territory Governments, staff of Offices of MoEF&CC's located in the respective State/Union Territory, NGOs including with the school children/students shall undertake the following activities:-

- (i) Cleaning parks, lakes, rivers, in cities/towns and villages including beaches
- (ii) Cleaning, disposal of waste, educating the community
- (iii) ShramDaan, Rallies, Nukad Nataks/Skits, etc., at villages/cities/towns
- (iv) Exhibition and promotion of films on environment, wildlife and forests conservation in India through relevant Ministries/Departments.
- (v) Sensitizing children, students, youths on environmental issues including, waste management, water conservation, energy conservation.
- (vi) Organise Spardha through Eco Clubs and other youth functions

4.1 The Officers shall ensure that the Green Pledge given in the brochure are widely circulated and the pledge is being administered by the respective State/Union Territory Government while organizing the programme. Copy of the brochure is enclosed herewith.


4.2 The Officers assigned shall visit villages/district and other localities of the concerned States/ Union Territories and submit their report as per the format enclosed.

4.3 The Officers shall interact with the State/ Union Territory Government and establish linkage with nodal officers.

4.4 The officer shall visit the assigned State/Union Territory at least once every month for a minimum of 2 full days.

5. This issues with the approval of Competent Authority.

Encl's.: As above

  
(Dr. A. SenthilVel)  
Adviser

To,

1. All Officers/Officials concerned
2. Private Secretary to MoS (I/C), EF&CC
3. PPS to Secretary (EF&CC)/ PPS to DGF&SS/ PPS to Special Secretary (RRR)
4. PPS to AS(AP)/PPS to AS&FA
5. Director (IT)/ Consultant (IT) for updation on website.
6. Guard File/Spare Copies

### Format

1. Name of Officer
2. Date of Visit
3. State/District/Village visited

<b>1. Interaction</b>	<b>Date of interaction</b>	<b>Name and No.</b>	<b>Remarks</b>
a. School/college students			
b. Volunteers of Eco Clubs			
c. NSS, Scouts & Guide volunteers			
d. Retired and serving Government officers.			
e. Civil Defense volunteers			
f. Members of RWAs			
g. Scientists, Research scholars of Universities/Academic Institutions			
h. NGOs/Trust/Registered societies/Industries/Hospitals/Hotels etc.			
i. Members of civil society			
j. Exhibition of films on Environment, Wildlife & Forest			
k. Any other activity			
<b>2. Activities</b>	<b>Date</b>	<b>Activity conducted</b>	<b>Remarks</b>
a. Segregation of wastes			
b. Spardha – Ecoclubs and other youths will participate and modalities will be worked out			
c. Shram Daan, Rallies, Nukkad Natak/Skits			
d. Cleaning of parks/lakes/rivers			
e. Plantation of trees			
f. Any other activity			

#### **Deliverables:**

Officers are requested to give details of actions taken during the visit on the following deliverables:

- Innovative ways to promote environmental awareness.
- Involving all Regional/attached/affiliated offices of MoEFCC.
- To ensure plastic free National Parks/Wildlife sanctuaries/protected areas.
- To encourage good practices.
- Administering green pledge.